

Message Text

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PAGE 01 FRANKF 00499 230855Z

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ACTION EUR-06

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FM AMCONSUL FRANKFUT

TO SECSTATE WASHDC 6328

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INFO AMEMBASSY BONN

UNCLAS FRANKFURT 0499

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: WTDR - LAUX TONBILDSCHAU KG

REF: USDOC 0049

1. ADDRESS: 6 SANDGASSE, 6000 FRANKFURT/MAIN, WEST GERMANY,
CABLE: N/A, TELEX: 041 21 14, PHONE: 0611-288441, OFFICERS:
HELMUT O. LAUX, ANNELIESE LAUX, PARTNERS.

2. THE FIRM WAS ESTABLISHED IN FRANKFURT BY HELMUT O. LAUX,
A FORMER PRESS REPORTER AND PRESS PHOTOGRAPHER, UNDER
THE NAME LAUX STUDIOS, IN 1947. THE BUSINESS IS THE PRODUCTION
OF COMMERCIALS FOR MOVIE AND TELEVISION ADVERTISING.
TOGETHER WITH THREE ADDITIONAL FIRMS, ESTABLISHED DURING
THE YEARS 1954 TO 1963, LOCATED AT THE SAME ADDRESS
AND WORKING WITH A TOTAL OF ABOUT 50 EMPLOYEES, ALL FOUR
FIRMS IN POSSESSION OF MR. LAUX AND FAMILY. IT FORMS THE
LAUX FIRM GROUP. TWO FIRMS ARE ACTIVE IN THE MARKET RESEARCH,
SALES PROMOTION AND PUBLIC RELATIONS.
A THIRD FIRM, LAUX HANDELSGESELLSCHAFT IS A DISTRIBUTOR
OF AUDIOVISUAL EQUIPMENT AND MOTION PICTURE EQUIPMENT.

3. FINANCIAL REFERENCES: DEUTSCHE BANK AG, FRANKFURT.
TRADE REFERENCES: LOCAL CHAMBER OF COMMERCE.

4. FOREIGN FIRMS REPRESENTED: KUDAKE CORP, ST. CHARLES,
ILL. REPRESENTED BY LAUX HANDELSGESELLSCHAFT.

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5. ALL FOUR FIRMS IN THIS GROUP ARE REGISTERED AS A

LIMITED PARTNERSHIP WITH A CORPORATION (NOMIN CAPITAL
DM 60,000) AS LIABLE PARTNER AND LIMITED PARTNERS ARE
HELMUT O. LAUX AND HIS FAMILY WITH TOTAL INTEREST AT
ABOUT DM 65,000. H.O. LAUX AND HIS FIRMS HAVE A GOOD
REPUTATION IN BANKING AND BUSINESS CIRCLES. THE FINANCIAL
SITUATION IS DESCRIBED AS ORDERLY. THE BANKING SOURCE
STRESSES LONG YEARS OF PLEASANT BUSINESS CONNECTIONS
AND NO DEROGATORY INFORMATION WAS RECEIVED ON PAYMENTS
FROM EITHER SOURCE. RECOMMENDED AS A BUSINESS CONTACT
FOR U.S. FIRMS.

6. INFO 01/74. PREPARED BY P. BARTOLSIC, APPROVED BY
A.L. VELER.HARLAN

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